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VOL. I NO. 9

ENTERTAINER

NOVEMBER 1985



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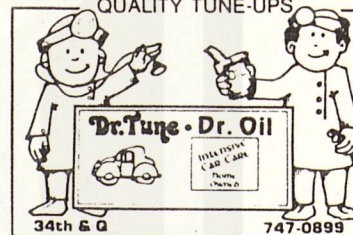
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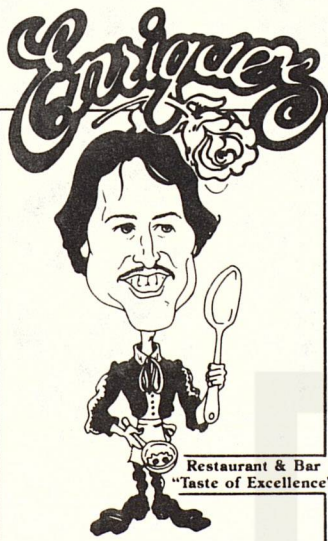
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The Lubbock Entertainer, November 1985 THE ¡SI SE PUEDE SHOW! Local Television's Oldest Spanish Programming

by Carol Ervin

"Si Se Puede" - "It Can Be Done".

This is the name and theme of Ernest Barton's bi-lingual television program on KAMC Channel 28.

The current co-host is Louis Trejo.

Barton said, "The original concept of the show was to present-especially to young people-role models because of the lack of role models for Mexican Americans."

He said the show presents public affairs, entertainment, and any number of persons and themes. They vary from local activities to police recruitment.

The television show has also presented several stars. Among them are Pedro Infante, Jr. and René Enriquez of "Hill Street Blues".

Barton said the show's audience is composed of 5,000 households consisting of Hispanics, non-Hispanics and blacks.

The program was originated on Channel 28 due to the effort of Ernest Barton and Bill McAlister, then president and general manager of Channal 28.

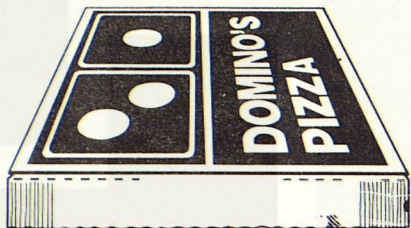
There have been several co-hosts over the 14 years the show has been on the air. The co-host for the longest time was Mary Ann Garcia, who was on the show for nearly 10 years.

Ernest Barton came to Lubbock from Laredo and has been here 18 years. He also has 30 years broadcast experience in KLFB, KWGO in Lubbock, KTFY (now KKUB) in Brownfield and KVOZ radio in Laredo.

He is currently editor and publisher of West Texas Hispanic News and Pasatiempo, a weekly bi-lingual paper serving the South Plains and Lubbock Mexican Americans.



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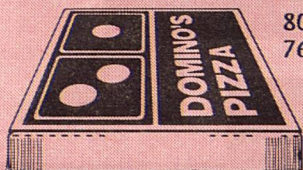


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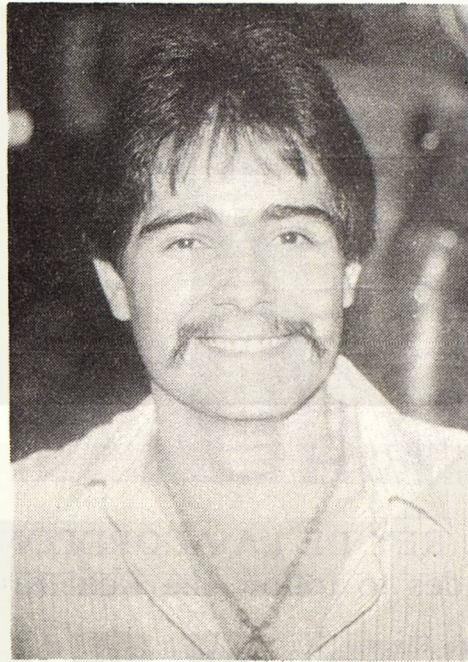
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EL REY DE LA ACORDEON Decides to follow the Real King

by Leandro Rivera
The Lubbock Entertainer

Rey Rivera, known as "El Rey de la Acordeón" to many West Texas Hispanics, has decided to devote his musical talents to The Real King - Jesus Christ.

Rivera, born in Rio Grande City, was raised as a child in Mercedes, Texas and later migrated to Slaton where lived for approximately ten years.

While in South Texas, Rivera initiated his musical talents with the famed Ruben Bela, "El Chaparro de la Acordeón" - a top recording artist for Falcon Records of McAllen, Texas. There, Rivera began his musical career as lead vocalist for the group and participated with a Spanish Radio Program co-hosted by Martin Rosales on KGBT Radio of Harlingen, Texas.

Upon arriving in West Texas in the early '70s, Rivera went on to initiate his talents with such groups as Los Hickies, and later developed his own group - Rey Rivera "El Rey De La Acordeón" Y Su Conjunto.

As an established accordionist, Rivera also participated with such groups as Olga Olivia Y Los Caminantes, Mal Vicio, and later with The Cruiser Band.

Today, Rivera performs for the Real King as he puts it.

"I discovered Jesus Christ by accident," he explained. "I was selling lighted display signs when I encountered the light. The particular account I was selling began sharing his religious beliefs with me. And in order to make the sell and earn my commission, I went along with him and listened closely. It was then I realized Jesus Christ was reaching out to me. Thereafter, I

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learned many of my activities including those related to my music at that time were contrary to the Bible."

Rivera now performs with the gospel group, The Chosen People, which represents The Latin Four Square Pentecostal Church of 34th & Avenue J in Lubbock. The Church is affiliated with a nationwide circuit of Hispanic gospel entertainers.

Other present members of The Chosen People are: Ronnie Martinez (guitar), Joe Flores (bass guitar), Jay Martinez (drums), and Connie Ramirez (vocalist).



SON OF THE LEGENDARY AUGUSTIN RAMIREZ TEAMS UP WITH LA PRESENCIA

by Leandro Rivera
The Lubbock Entertainer

Twenty four year old David Ramirez, son of the legendary Tejano Recording Artist, Augustin Ramirez, teamed up last month with local musicians to further develop the former Austin Base Showband - La Presencia.

David, inspired by his father, began participating with the Augustin Ramirez Orchestra as early as 1974 at the age of fourteen.

As a keyboardist and road stage manager, David performed with his father approximately seven years. He toured the U.S. with his father on various occasions with events such as La Caravana de Estrellas which included other top Hispanic recording artists such as Sunny Ozuna, Carlos Guzman, and Joe Bravo.

The legendary Augustin Ramirez is most noted by Tejano music lovers all over for hits like "El Barquito", "No Me Amenaces", "Tres Ramitas", "Sangre De Indio", "Paloma Dejame Ir", and others.

David is scheduled to participate as back-up Keyboardists and stage sound engineer for La Presencia. He will be teaming up with Lubbock members to the group: Ernest Perez (lead vocal), Frank Davila (keyboards & vocal), Lee Rivera (bass & vocal), Ruby Saucedo (vocal), Ralph Dominguez (guitar), and Jesse Bela (drums). Frank Davila, spokesman for the group, indicated Johnny Gonzales also of Lubbock is under consideration as a possible prospect for an additional keyboardists.



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GRUPO INTERNACIONAL Backs-Up Carlos Miranda

by Leandro Rivera
The Lubbock Entertainer

El Grupo Internacional de Ricky y Joe Martinez made a sneak preview last month as back-up band for Carlos Miranda. Speculation is the group may be backing Miranda later this month with tentative engagements in Lubbock, Levelland, Big Spring, Amarillo, and other West Texas communities. Although Miranda is accustomed to perform and record with "big brass" orchestras, he has invited the Lubbock group to record a Norteño release. Miranda is well noted for hit records such as "Volver", "Vamos ha Platicar", "Juntas Tus Garas Y Largate de Aqui", "Quetal Si Te Vas Conmigo", "Tita", and "Cuidado Con La Mano."

The Grupo Internacional sneak preview with Miranda was presented by Joe Flores October 14th at Che Che's Ballroom in Lubbock.



Hispanic Interests calendar

This Calendar is subjected to change due to emergency cancellations and circumstances beyond the control of the artist and/or promoter. We urge you to contact the Club or Band of your interest to confirm specific dates for your Entertainment Planning.

November 13, Richard Obregon y Los Latinos del Norte will be at Gamblers Club.

November 14, Tony Enriquez y Los Mensajeros will make their presentation at Gamblers Club.

November 14, The Atlantic Club will kick-off their Elegance Royalé Limosine Service giveaway. No cover charge till 9 pm. Thereafter, a cover charge of \$2 for men and \$1 for ladies will be required.

November 15, Los Super Unidos de Freddie Gonzales will be providing entertainment at CheChe's Ballroom.

November 15, Jessie Solis y Los Gallitos Norteños will provide music & dancing for your party at Gamblers Club.

November 16, Majesta will flash their new outfits at the Top Forty Club in Snyder, Texas.

November 16, Los Super Unidos de Freddie Gonzales will stay over at CheChe's Ballroom.

November 16, Jessie Solis y Los Gallitos will continue the weekend at Gamblers Club.

November 17, Majesta returns to Gamblers Club for your enjoyment.

November 18, Richard Obregon y Los Latinos del Norte will deliver their best in Norteño music at Gamblers Club.

November 19, La Orquesta Buena Suerte of Brownfield will change the pace to big band sound at Gamblers Club.

November 19, For the Ladies Only. Male Review from 9 pm to 11 pm at The Place. Men allowed after 11 pm.

November 20, El Grupo Internacional de Ricky y Joe Martinez will play their latest hit recordings live on stage at the Longhorn Club.

November 20, Buena Suerte returns with its big band sound to the Gamblers Club.

November 21, Majesta will entertain their fans at Gamblers.

November 22, El grupo La Presencia formerly from Austin will be performing showband style with Mazz & La Mafia at the Abilene Civic Center.

November 22, Majesta presents a blend of synthesized/accordion music at Gamblers.

November 22, Rene Joslin will make a feature presentation at CheChe's Ballroom.

November 22, The Atlantic Club will conduct their first Male Review featuring the Texas Headliners of Houston, Texas. The show, for ladies only, will be held 8 pm - 10:30 pm. Men will be allowed after 10:30 pm.

November 23, La Presencia will perform at a quinceañera celebration in conjunction with

Cierra Band at the Lubbock Memorial Civic Center. La Presencia is also scheduled for a late dance set at La Paloma Club.

November 23, Majesta will flash to San Angelo to perform for a quinceañera of the Nina Bente-cruz family.

November 23, Los Vandoleros will provide norteño tunes at CheChe's Ballroom.

November 23, Los Continentales will celebrate Martin Vega's Birthday at Gamblers.

November 23, KTLK will celebrate their first Anniversary with The Showdown of Texas concert featuring Mazz & La Mafia hand-in-hand for the first time ever in the history of Lubbock.

November 24, El Grupo Internacional will put the finishing touches for the weekend at the Longhorn Club.

November 24, Los Continentales will return to Gamblers Club for Martin Vega's weekend birthday celebration.

November 25, Richard Obregon y Los Latinos return to Gamblers.

November 26, Buena Suerte will perform for their followers at Gamblers Club.

November 26, The Place will conduct their Male Review Show specifically for Ladies only from 9 pm - 11 pm. Men allowed admission after 11pm.

November 27, Buena Suerte continues to entertain their fans at Gamblers.

November 28, Majesta returns to Gamblers Club to celebrate Thanksgiving Day.

November 28, El Grupo Internacional will provide entertainment for CheChe's Ballroom Thanksgiving Celebration.

November 28, The Atlantic will give away another Limosine Service package. No cover charge till 9 pm.

November 29, Majesta will entertain at La Paloma.

November 29, Mi Destino de Cecilio Martinez will make a sneak preview at Gamblers.

November 30, Majesta will present their new flashy act at Merchants Building in celebration of the Janie Martinez family quinceañera.

November 30, El Grupo Internacional de Ricky y Joe Martinez will entertain the Tip Top Club in Levelland.

November 30, Los Continentales will wrap-up the month at Gamblers Club.

December 1, Tony Enriquez y Los Mensajeros will bring in the month of December at Gamblers Club.

December 2, Los Latinos make a return appearance at Gamblers.

December 3, The Male Review Show, specifically for ladies, will be held at The Place from 9 pm - 11 pm. Men will be allowed admission after 11 pm.

December 3 & 4, El Grupo Placer will make a sneak preview at Gamblers Club.

December 5, Tony Enriquez y Los Mensajeros

The Lubbock Entertainer, November 1985

will warm up the weekend at Gamblers.

December 6 & 7, Los Latinos make a return appearance at Gamblers.

December 7, Majesta will entertain the quinceañera celebration of Cynthia Martinez at Sir Williams.

December 8, Los Viciosos will entertain Gamblers Club.

December 9, Los Latinos invite you to check out their melodies at Gamblers Club.

December 10, The Place presents their Male Review Show for the Ladies only from 9 pm to 11 pm. Men allowed admission after 11 pm.

December 10, La Presencia will make their first scheduled appearance for the Gamblers Club.

December 11, Los Viciosos make a return appearance at Gamblers.

December 12, Los Latinos will be back at Gamblers.

December 13, Beto Garza y Los Sagitarios will feature the card for the CheChe's Ballroom.

December 13 & 14, Tony Enriquez y Los Mensajeros return to Gamblers.

December 14, Majesta will travel to Big Spring for a quinceañera celebration at the Fair Barn building.

December 15, Los Viciosos will provide Sunday nite entertainment at Gamblers.

December 16, Los Latinos return to Gamblers Club.

December 17, Majesta returns to Gamblers.

December 17, The Male Review Show will be presented for the ladies from 9 pm - 11 pm. Men allowed admission after 11 pm.

December 18, Los Viciosos return to Gamblers.

December 19, Tony Enriquez will warm up the Holiday spirit at Gamblers.

December 21, Majesta returns to Gamblers.

December 24, Ladies stir a bit of Christmas Spirit at The Place Male Review Show from 9 pm - 11 pm. Men may join you after 11 pm.

December 25, Majesta will celebrate Christmas Day at the Top Forty Club in Snyder, Texas.



About the Cover: The Devilish character on the night out with the Princess is none other than Gilbert Flores and wife, Kathy, participating with the Atlantic Club **Thrillers & Chillers** masquerade Halloween Party last month. Gilbert is the proprietor of the Atlantic Club and also of Gilbert's Auto Supply.

Danille, ranked by **The Playboy Channel** as the #3 Male Dancer in the country today, will be appearing at the Atlantic Club's first Male Review featuring **The Texas Headliners** of Houston, Texas. The show -for ladies only- is scheduled for 8 pm., November 22nd. Men will be allowed after 10:30 pm. Danille has performed on the **Playboy Channel**, won the Grand National Strip-off, and has appeared on **The Phil Donahue Show**.

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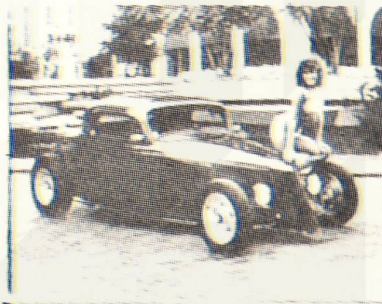
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MAJESTA With A Flash!

by Leandro Rivera
The Lubbock Entertainer

Majesta recently obtained new stage outfits that will add quite a flash to their act.

The new outfits consists of penguin tail coats made of sparkling blue lamé (a blue cloth with silver threading) accented with royal blue sequin trimmed collar and sleeve cuffs. The coats will be worn with white shirts accented with black bow ties, black waist bands, and black pants.

Their five new outfits, tailor-made by **Down From the Attic Costume Shoppe**, took approximately three weeks of production time at the cost of \$590.00.

Majesta plans to continue using their initial outfits of purple sequin vests for their first set and introduce their new outfits at the later set for each of their scheduled performances.

Members of the Majesta synthesized accordion combination group are: **Willie Ramirez** (keyboard & lead vocal), **Joe Villela** (guitar & vocal), **Robert Villela** (bass guitar & vocal), **Lorenzo "Lencho" Torres** (drums), and **Ray Valdez** (accordion, bass, & vocal).

Benny Hinojosa, formerly with Johnny G. Y El Momento and also with Mi Tequila, is the new stage manager for the group. Hinojosa also enjoys playing guitar, singing, and writing original songs.

Next time you hear of a Majesta scheduled performance wheather its for a commercial night club dance, ballroom ball, wedding, or quinceañera - check out their new flashy act!



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STUDIO OF HAIRDESIGNERS
The Studio for the Performing Artists

The Studio of Hairdesigners salon has recently been busy establishing itself as the "studio for the performing artists."

Under the management of owner, Janie Rivera, the hairstyling salon has managed to service and fulfill the hairstyling needs of the many different tastes and desires of their customers since its initiation in 1983. In addition the salon has aggressively monitored and upgraded their abilities to provide the most recent hairstyles and fashion designs, especially those introduced by the powerful fashion and fad media - Music Television Videos (MTV).

As a result, the Studio of Hairdesigners consistently provides hairstyling services for such artists as Arturo "Tudy" Sedeño, Danny Gomez, & Mario Perez - all of Cierra Band; Lee Rivera, Ernest Perez, Ruby Saucedo, David Ramirez, Jesse Bela, and Frank "Pancho" Davila - all of La Presencia; Michael Davidson - Texas Tech student, Son of Country Western Star - Loretta Lynn; and Margaret Talkington - Owner of Margaret's.

Janie Rivera attributes the success of the salon to hard work.

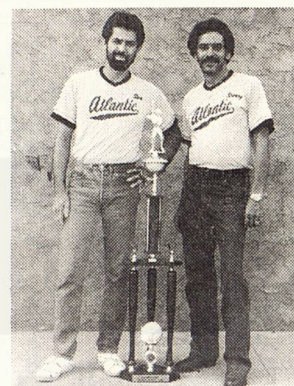
She explains. "I feel fortunate as a Hispanic to own my business. I have worked very hard to reach my goals - first with my education and then with my business - none of which were handed down to me. Therefore, I am grateful to the Lord. He gave me opportunity to reach my dreams as a Hispanic female. I hope to inspire other Hispanics in taking that big step towards fulfilling their dreams."

The Studio of Hairdesigners staff consists of: Fred Sanchez, Daniel Garces, Rosetta Rivera, and of course, Janie Rivera.

As a full service salon, Studio of Hairdesigners features hairstyling for both men and women. In addition they offer services of perms, coloring, shampoo & sets, manicures, and much more.

If you're looking for the exotic MTV hairstyles as illustrated by top rock stars, look no further than 2105 50th Street at the Oakwood Center in Lubbock or contact 765-9963.

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(Left to Right) Don Javier and Danny Aleman, Coaches for the Atlantic Softball Team, proudly display their First Place Trophy as the result of their participation in this year's City of Lubbock Women's Softball League Competition.



RIVALRIES MEET FOR CONCERT SHOWDOWN

by Leandro Rivera
The Lubbock Entertainer

La Mafia and Maza, the two most rated Tejano concert groups in la Onda Tejana today who introduced the concert concept to Hispanics all across the nation, will be performing hand in hand on the same stage Saturday, November 23, 1985 for the first time in the history of Lubbock. Both groups accredited with developing the Tejano Concert Concept of sparkling outfits, flashing lights, fog, smoke, and explosives have been battling for several years now in an effort to dominate the newly developed Hispanic concert market.

Although both groups as rivalries had initially pledged not to perform together, a series of combined presentations are now scheduled for several cities through Texas including the Lubbock date scheduled for KTLK's First Annual Anniversary Celebration.

The event scheduled to begin at 6:00 pm will be held at the Lubbock Municipal Coliseum. 1,000 tickets were sold out within a 24-hour period early this month at \$5.00 each. Another 2,000 tickets will be available at \$7.00 each before the event. These tickets may be purchased at KTLK Studios (3215 34th), Gilbert's Auto Supply (708 4th St.), Aztec Furnisher (2106 Ave. Q), Broadway Battery & Electric (Broadway & Ave. A), and El Sombrero Restaurant (Slide Road). Tune in to KTLK RADIO for further specific details on ticket sells.



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November 23,24 Los Fantasmos Del Valle
November 30 Los Bandoleros Del Norte.
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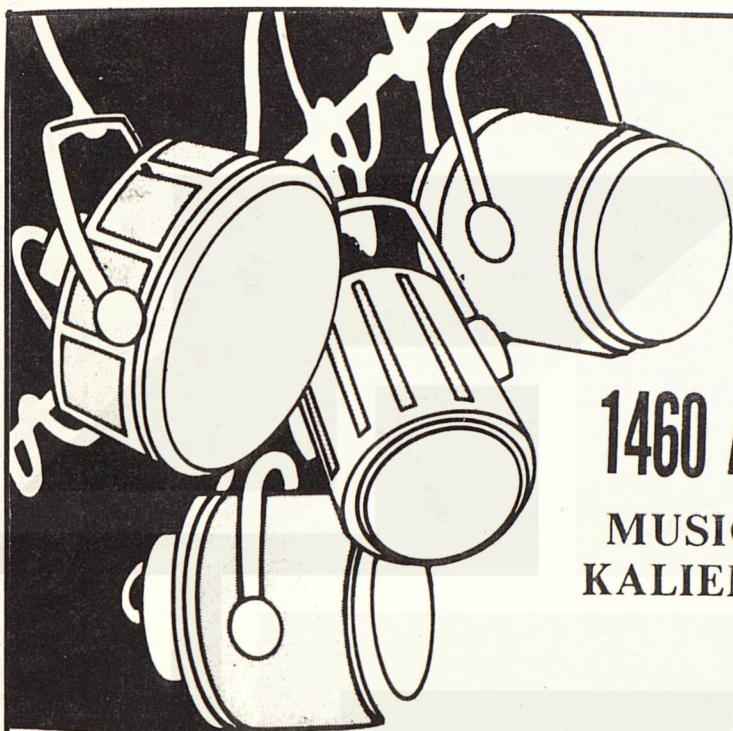
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Saturday, November 23, 1985
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The Lubbock Municipal Coliseum

Tickets Are Available At The Following Lubbock Locations:
KTLK Studios - 3215 34th Street
Gilbert's Auto Supply - 708 4th Street
Aztec Discount Furnisher, Inc. - 2106 Avenue Q
Broadway Battery & Electric - Broadway & Avenue A
El Sombrero Restaurant - Slide Road

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Open Thursdays - Sundays
7:00 PM Each Nite

Thursdays - No Cover till 9 pm.
\$2 for Gents/\$1 for Ladies after 9 pm.
Ladies will receive \$5 Free Buckaroo Coupons
Redeemable at the Bar from 7:30 pm - 10 pm Any Which Way You
Wish! Check Out the Limousine Service by Elegance Royale to be
given away to 3 Lucky Couples.

Fridays - Ladies Nite. \$1.75 Bar Drinks & \$3.00 Pitcher Beer
for the Ladies Only till 12 pm. Guys \$3 Admission / Ladies No Cover

Saturday, - \$1 Cover 7 pm - 9 pm / \$3 after 9 pm. Residents from Tahoka &
Nov. 16th Plainview Admitted Free! \$3 Pitcher Beer till 10 pm / Bar Specials
All Nite Long!

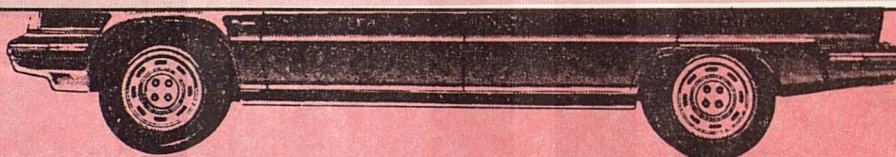
Friday, - Check Out Our All Male Review / Texas Headliners Show from Houston,
Nov. 22nd Texas. Free Beer for the Ladies 7 - 8 pm. Show starts at 8 pm. \$1.75
Bar Drinks & \$3 Pitcher Beer from 8 - 10:30 pm. Men Welcomed after
10:30 pm. \$2 Cover for the Ladies / \$3 for the Gents.

Saturday, - \$1 Cover 7 - 9 pm / \$3 after 9 pm. Residents of Slaton & Hale Center
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Sundays - No Cover till 9 pm. \$2.50 Draw Beer / \$1 Can Beer / \$1.75 Bar Drinks till 11 pm.

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